



*Mark Young*  
*New York Metro*

August 14, 1997

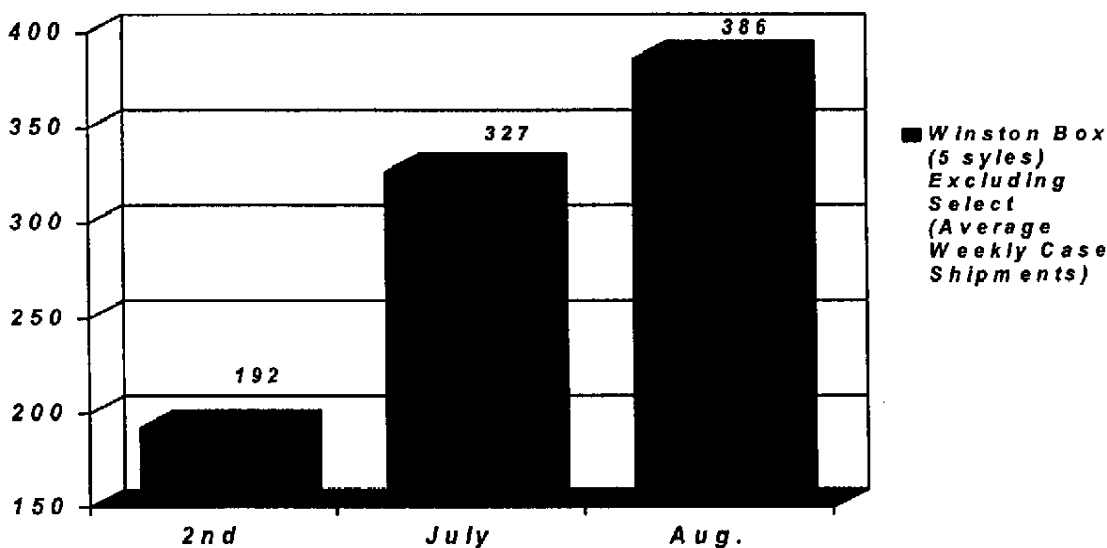
To: All Managers in the New York Metro Region

Subject: Winston "No Bull" Introduction

Dear Managers,

In the coming weeks, I'll be giving the region updates on exactly how the Winston Introduction is positively effecting our total Region Share and Volume. We all know it is really too early to determine exactly how successful the new Winston is, but there are a few key factors that are extremely positive even this early in the Ball Game. One of these factors is the case shipments on the 5 priority box styles, especially in a region where 76% of all cigarettes sold .... are sold in the "Box":

- \* Winston 85 Box
- \* Winston Light Box
- \* Winston Light 100 Box
- \* Winston Ultra Box
- \* Winston Ultra 100 Box



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As you can see on the Case Shipment graph, the regions average weekly Box shipments have increased from the 192 case level in 2nd quarter .... to 327 cases in July, and up to 386 cases per week in August. This is a ***101% increase*** vs. 2nd quarter. This huge increase in case shipments definitely indicates that you and your people all understand the importance of gaining Winston Box distribution in each and every retail call in the Region. These increased case shipments should have an extremely "***Positive***" effect on our up-coming July Marlin share of market results!

Please pass this information along to all of your Sales, Territory and Retail Representatives. Everyone should be complimented on the level of presence, promotion and product availability that exists throughout the region just two weeks into our down-the-street effort!

Sincerely,  
*Mark Young*

cc: Dave Wilmesher  
Mike Shaw / Winston Brand Group

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